

[Time: 3 Hours]

[Marks: 100]

Please check whether you have got the right question paper.

- N.B. 1. All questions are compulsory.
2. Figures to the right indicate full marks.

1. (A) Select the most appropriate answer from the options given below (Any Ten) (10)

- 1) The _____ concept rests on four pillars: target market, customer needs, integrated marketing and profitability.
 - a) Product
 - b) Production
 - c) Marketing
 - d) Holistic
- 2) With the help of _____ marketers can analyze customer behavior.
 - a) Marketing Research
 - b) Enterprise
 - c) Production concept
 - d) None of these
- 3) _____ is one of the patterns of target market selection.
 - a) Full market coverage
 - b) Half market coverage
 - c) Middle market coverage
 - d) All of these
- 4) _____ is an element of the Marketing Mix.
 - a) Profit
 - b) Price
 - c) Investment
 - d) Plan
- 5) _____ is the part of the product that carries information about the product and the seller.
 - a) Channels
 - b) Profit
 - c) Label
 - d) Decision
- 6) _____ when registered becomes a trademark.
 - a) Brand
 - b) Product
 - c) Patent
 - d) Copyright
- 7) In _____ distribution system, two or more firms at the same level come together for marketing purpose.
 - a) Horizontal
 - b) Multi-Channel
 - c) Multi-Level
 - d) None of these
- 8) _____ includes tools like discounts, coupons, free samples etc. used to stimulate demand.
 - a) Public Relations
 - b) Sales Promotion
 - c) Supply
 - d) Publicity
- 9) _____ is one of important steps in personal selling.
 - a) Blurring
 - b) Prospecting
 - c) Reporting
 - d) Mentoring

- 10) Ethics is a branch of _____ which is concerned with human conduct.
a) Physiology
b) Psychology
c) Philosophy
d) Sociology
- 11) _____ marketing makes use of electronic devices such as computer.
a) Digital
b) Green
c) Rural
d) Traditional
- 12) _____ is/are main factors contributing to the success of brands in India.
a) Unique Selling Proposition
b) Innovation
c) Consistency
d) All of these

(B) State whether the following statements are true or false: (Any Ten)

(10)

- 1) Co-ordinating is a very important function of Marketing.
- 2) Marketing Research is increasing the gap between the producers and consumers.
- 3) Data warehousing is one of the techniques in Customer Relationship Management.
- 4) Brands should be repositioned frequently.
- 5) Odd pricing is also called psychological pricing.
- 6) Label acts as a silent salesman.
- 7) Direct channel of distribution involves intermediaries to sell goods to final consumers.
- 8) Packaging helps in promotion of goods.
- 9) Sales Planning involves setting sales targets.
- 10) The consumer organizations create awareness about consumer rights.
- 11) Green Marketing contributes to the betterment of public health.
- 12) Over spending on promotion can lead to failure of brand.

2. Answer ANY TWO of the following:

(15)

- a) How strategic marketing differs from traditional marketing? Explain.
- b) Discuss the various components of Marketing Information System.
- c) Explain in detail any two factors influencing consumer behaviour.

3. Answer ANY TWO of the following:

(15)

- a) Describe the management of different stages of Product Life Cycle.
- b) What is Packaging? Explain the essentials of a good packaging.
- c) Explain the various factors affecting pricing.

4. Answer ANY TWO of the following:

(15)

- a) Explain the different types of traditional Channels of Distribution.
- b) What is Promotion? Explain the important elements of Promotion-mix?
- c) Discuss the components of Sales Management.

5. Answer ANY TWO of the following:

- a) Explain the competitive strategies for Market Leaders and Market Followers.
- b) What are the features of Indian Rural Market?
- c) Elaborate various careers in marketing in 21st century.

(15)

6. Write short notes on ANY FOUR of the following:

- a) Importance of Marketing.
- b) Bases of Market segmentation.
- c) Strategies of product positioning.
- d) Integrated Marketing Communication.
- e) Unethical practices in Marketing.
- f) Factors contributing to success of a brand.

(20)